ADVISORY/JetBlue to Honor 10,000,000th Customer; Gives Away One Year's Free Travel; Low-Fare Airline Reaches Milestone in Less Than Three Years of Service

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ADVISORY...for Wednesday (Jan. 1) --(BUSINESS WIRE)--JetBlue Airways (Nasdaq:JBLU)

WHAT: JetBlue Airways will honor its 10,000,000th customer on New Year's Day. The airline took off for the first time on February 11, 2000 at JFK and commenced service at Long Beach on August 29, 2001.

The lucky customer, who is expected to board the airline's flight #206 from Long Beach Airport to New York City on January 1, will fly free on JetBlue for all of 2003.

WHEN: 10:30 a.m., Wednesday, January 1 (Flight #206 departs at 11:10 a.m.)

WHERE: Long Beach Municipal Airport 4225 Donald Douglas Drive Long Beach CA 90808

VISUALS: 10,000,000th customer celebration and prize giving

CONTACT: Alex Wilcox -- Cell: 646/734-2900
Gareth Edmondson-Jones -- Cell: 646/734-2800
Fiona Morrisson -- Cell: 646/734-7103

BACKGROUND:

JetBlue is a low-fare, low-cost passenger airline, which provides high-quality customer service. JetBlue operates a fleet of 37 new Airbus A320 aircraft and is scheduled to place into service another 13 new A320s by the end of 2003. All JetBlue aircraft feature roomy all-leather seats each equipped with free live satellite television, offering up to 24 channels of DIRECTV(R) Programming at every seat.(a)

From its base at New York City's John F. Kennedy International Airport, JetBlue flies to: Fort Lauderdale, Fort Myers, Orlando, Tampa and West Palm Beach, FL; Buffalo, Rochester and Syracuse, NY; Long Beach, Oakland and Ontario, CA; Burlington, VT; Denver, CO; Las Vegas, NV; New Orleans, LA; Salt Lake City, UT; San Juan, Puerto Rico; and Seattle, WA. From Washington DC, the airline serves Fort Lauderdale, FL, and Long Beach and Oakland, CA. From Long Beach, CA the airline also serves Las Vegas, NV, Oakland, CA and Salt Lake City, UT.

With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and a Saturday night stay is never required. For more information, schedules and fares, please visit www.jetblue.com or call JetBlue reservations at 1-800/JETBLUE (538-2583).

(a) DIRECTV(R) service is not available on flights between New York City and San Juan, Puerto Rico.

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